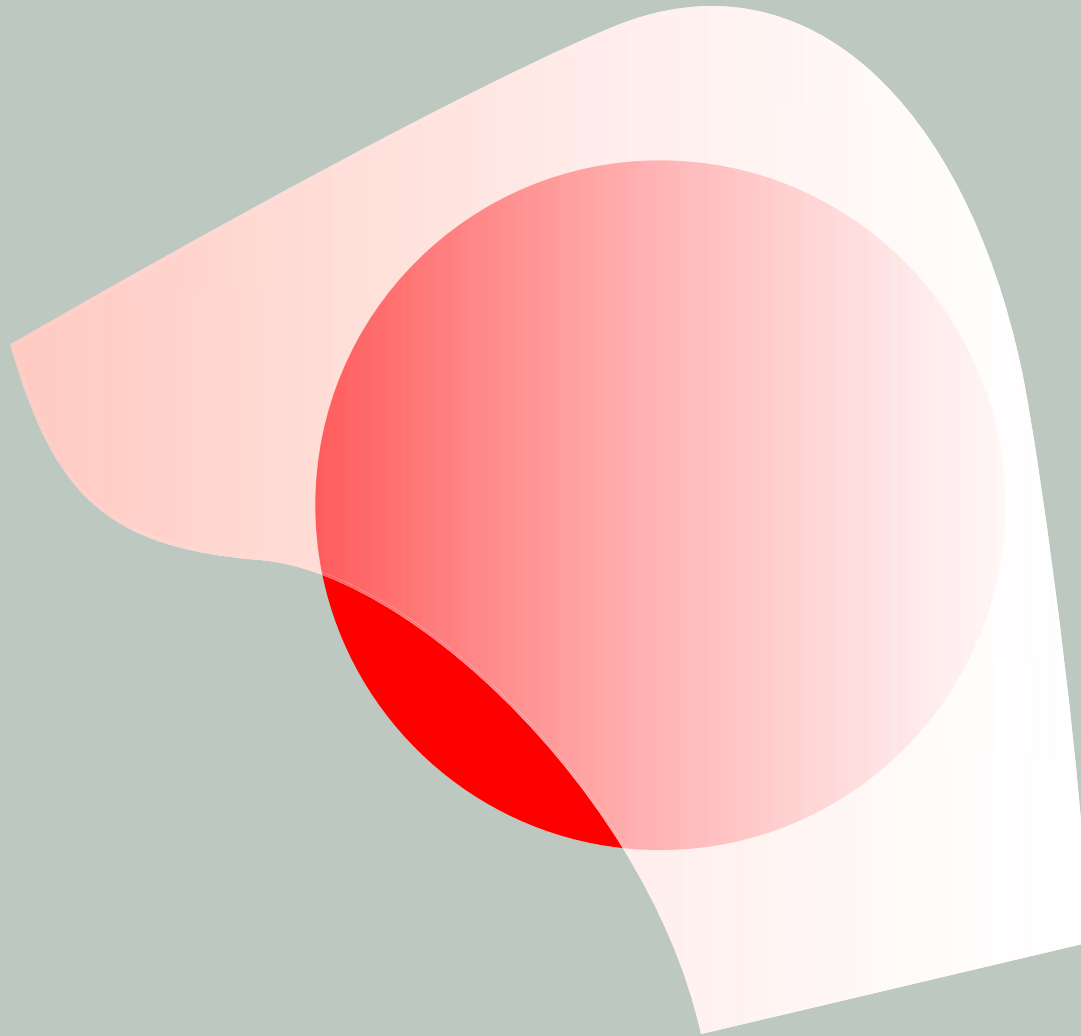
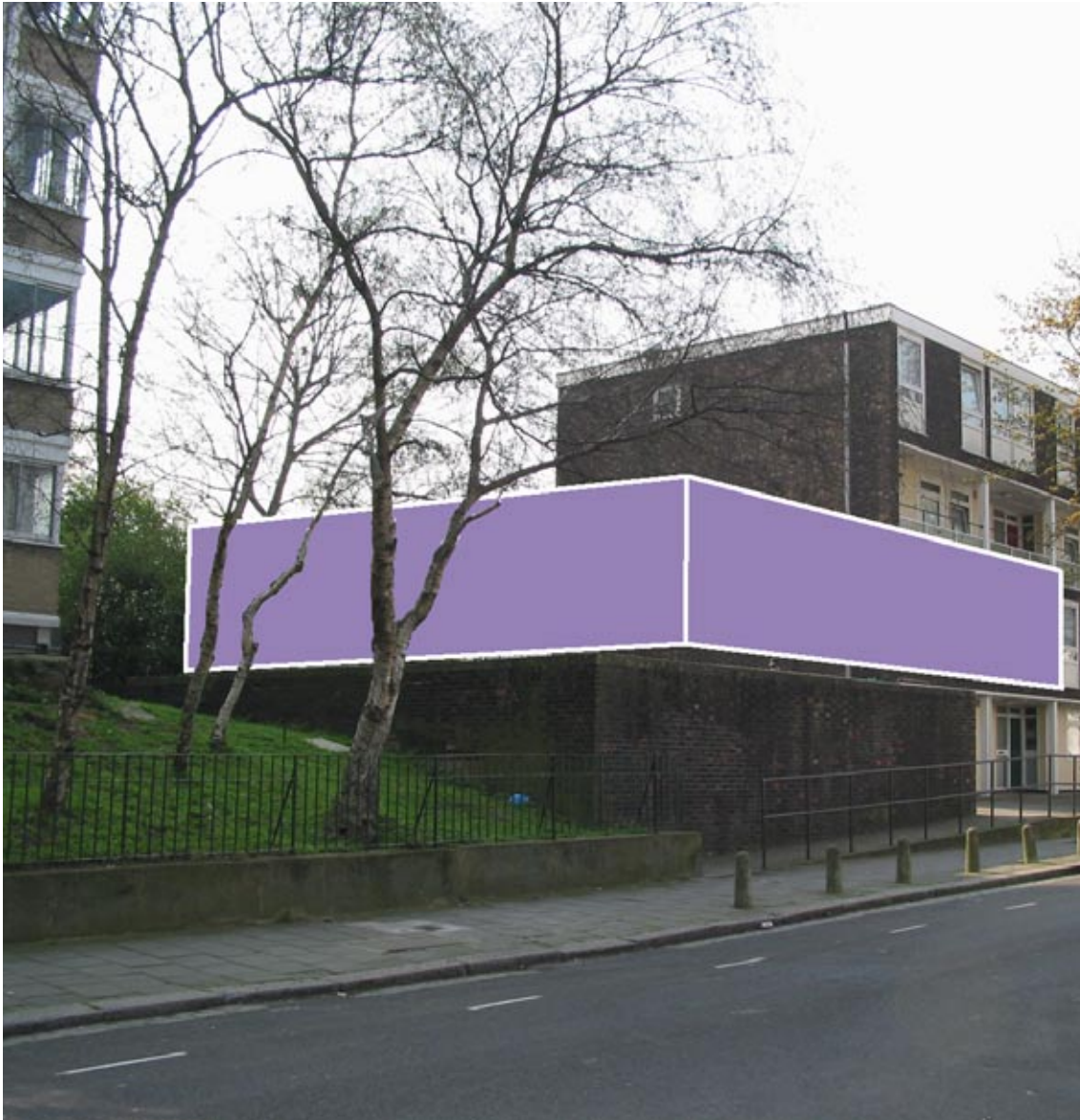


Opportunities to locate New Workspaces in Gospel Oak



Opportunities to locate New Workspaces in Gospel Oak



AIMS

The aim of this work is to draw attention to the possibility for *some* small-scale office-space development in Gospel Oak and to show how new workspaces can be introduced into “residential” areas such as the Gospel Oak estates without disrupting the domestic scale or way-of-life.

While Gospel Oak is not a prime office location, it may provide a unique context for Camden to offer carefully selected small businesses an opportunity to build their own premises in the area.

INWARD INVESTMENT: NEW MONEY

This brief report proposes new workspaces on local authority land, to be financed, developed and occupied by small businesses looking for long-term control of costs and a permanent home in London.

Opportunities to locate New Workspaces in Gospel Oak



HOMES FOR SMALL BUSINESSES

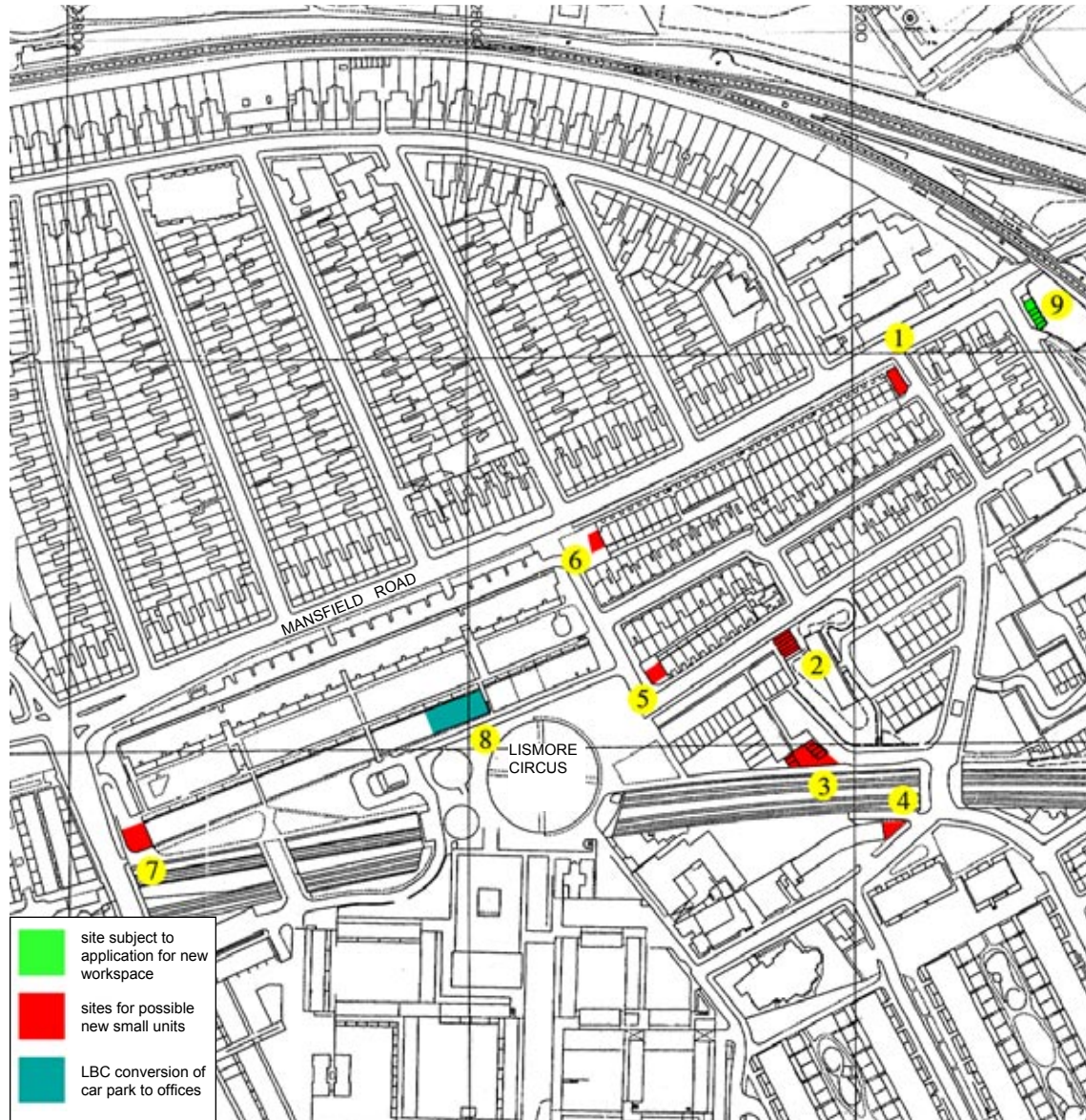
Offering the opportunity to small businesses to establish permanent bases in Gospel Oak could be a carefully managed local authority initiative to entice employers into Gospel Oak.

COMMITMENT TO THE AREA

Enlarging the population of area-committed businesses could strengthen the area's capacity to sustain itself economically and democratically.

As long-term stakeholders - quite as "resident" as any local-authority tenant or any shopkeeper on Queens Crescent - small businesses would support efforts to regenerate and sustain Gospel Oak.

Opportunities to locate New Workspaces in Gospel Oak



A SMALL SCALE CONTRIBUTION

The modesty of this proposal for small scale workplaces in Gospel Oak is clear from the distribution of the sites in the northern part of the area.

The "sites" are small and dispersed.

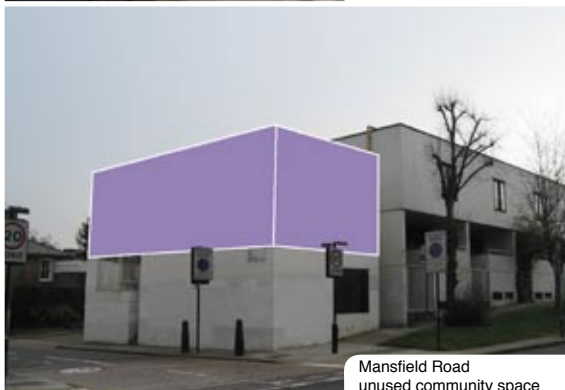
Opportunities to locate New Workspaces in Gospel Oak



Barrington Court
dustbin store



Lamble Street
disused dustbin store



Mansfield Road
unused community space



Southampton Road
void



Lamble Street
unused area



Vicars Road
public space

BETTER PUBLIC SPACES

Improving public space or "streetscapes" is a big part of this proposal. The careful introduction of small work units into the modern estates in Gospel Oak offers such improvement in various ways.

Firstly, it allows for an appropriately scaled presence of working life in a largely residential monoculture reducing the quality of isolation and abnormality associated with modern estate development.

Secondly, the proposal capitalises on incongruous gaps in the arrangement and modernist composition of the estates, turning them to good use.

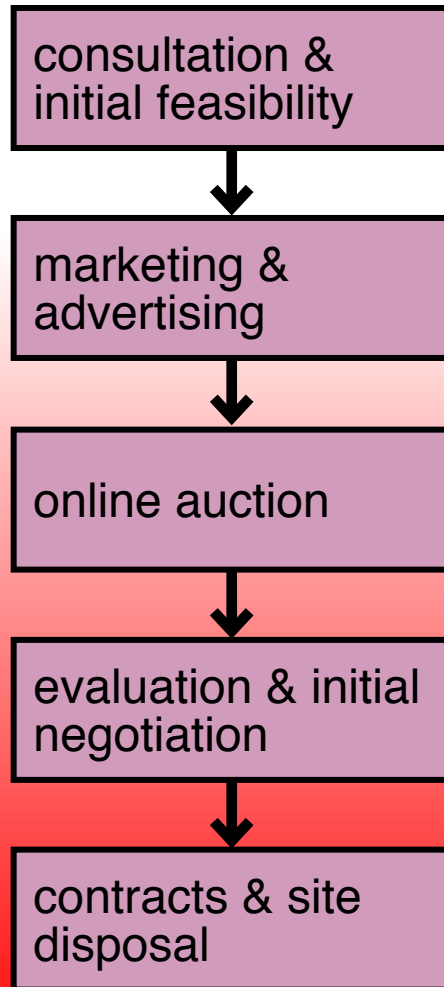
Opportunities to locate New Workspaces in Gospel Oak

The table below estimates new jobs in new workspaces which might be developed on the sites in the northern part of Gospel Oak which are set out here.

Also listed are existing workspace developments in the area. No. 8 is complete and operational. No. 9 is at planning stage and can viewed on-line on LBC's planning page.

EXISTING SITE				PROPOSAL FOR SITE		
SITE NUMBER	OWNER	STREET	EXISTING USE	SCHEME CONFIGURATION	NET AREA	JOBS
1	LB Camden HOUSING	MANSFIELD ROAD	disused communal rubbish store & gas meter	studio type office: existing uses not retained except for gas metering	90 sq m	6
2	LB Camden HOUSING	LAMBLE STREET	disused binstore & storage	studio type office created over communal storage/binstore below	95 sq m	4
3	LB Camden HOUSING	BARRINGTON CRT	garages & LEB sub-station	studio type office created over garages and LEB sub-station	140 sq m	5
4	LB Camden HOUSING	VICARS ROAD	small triangle of grass with trees	two-storey with design spaces for existing established artisanal business in adjacent units	120 sq m	6
5	LB Camden HOUSING	LAMBLE STREET	empty site	three storey building with small offices arranged above new shop at ground	145 sq m	10
6	LB Camden HOUSING	MANSFIELD ROAD	seldom-used public space	small offices on two storeys set in public space	110 sq m	10
7	LB Camden HOUSING	SOUTHAMPTON RD	very large terrace overlooking street	small offices on two storeys set in public space over looking street	180 sq m	14
totals					880 sq m	55
8	LB Camden HOUSING	n/a	underground car-park	Careline offices in former car-park space with access from Lismore Circus		20
9	private	OAK VILLAGE	lock-up garages	site to be cleared and 3-storey building with small offices created	200 sq m	20

Opportunities to locate New Workspaces in Gospel Oak



TESTING THE MARKET

The local authority can market the opportunities outlined here directly to various business sectors via specialist trade-zines. An online-auction can then be used to gauge interest.

Online auctioning can be subcontracted easily and may attract Central Government subsidy as an extension of e-government. Marketing or advertising can be paid for from existing budgets.

THE MARKET

This approach is a low-cost method to gauge a possible market for small-scale, self-build opportunities in Gospel Oak suitable for small businesses as a way of taking long-term control of costs and achieving stability.

Opportunities to locate New Workspaces in Gospel Oak



WORK & RESIDENTIAL AREAS

How work is related to residential areas is a critical planning question which will define the future of our communities.

In Gospel Oak, work-uses are few and in many cases low-grade. Remaining provision for working locally is tiny in comparison to what existed before comprehensive redevelopment in the 60s and 70s.

This report is offered as a contribution to the question of work and a working life in Gospel Oak. It is predicated on creative engagement with the private sector and a careful interpolation of new workspaces into Gospel Oak's residential fabric.

We look forward to a positive response to this initiative from Camden Council and local people interested in developing the working life of their area.